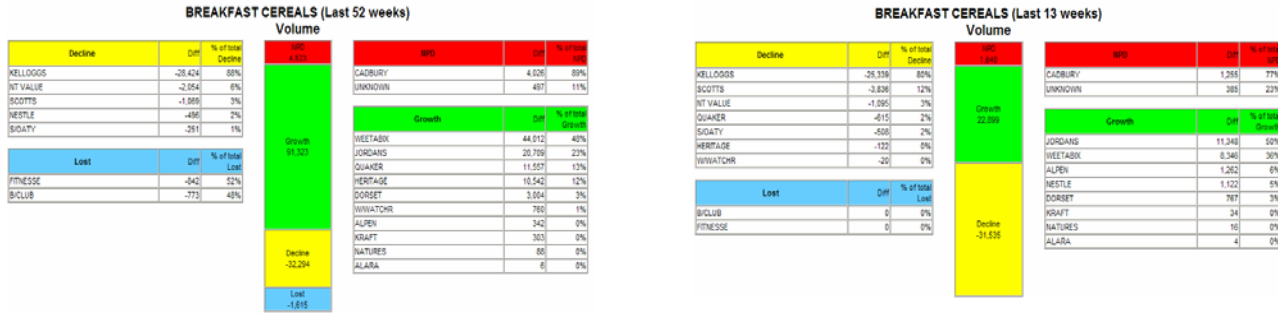


Range Review Report

Identify 'success drivers' and 'performance restrainers' to facilitate effective range management. Measure the performance of the range against brand objectives and targets.

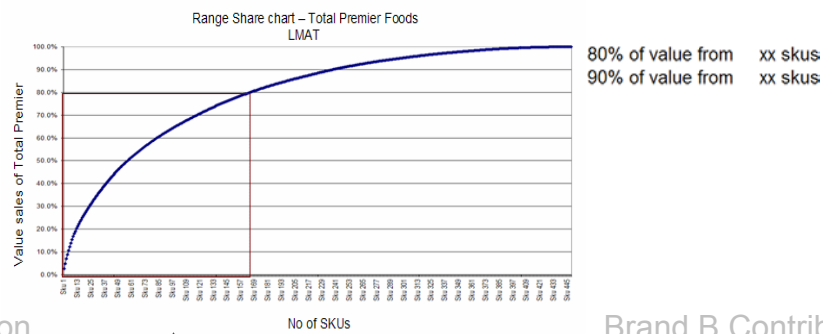
Brand Contribution to Category



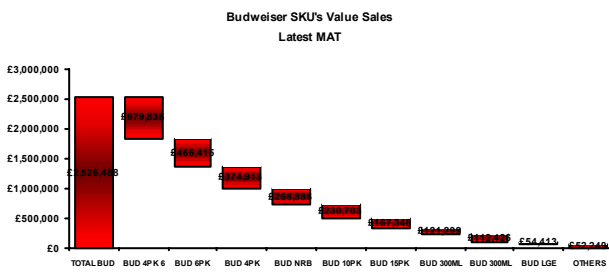
Total Company - Top 10 Lines by Value

Total Mfr A	Total Nisa								New Era							
	L13wks				Rank				L13wks				Rank			
	Value Sales	Chg	Value Share	Chg	Dist	ROS	Dist	ROS	Value Sales	Chg	Value Share	Chg	Dist	ROS	Dist	ROS
	11,125,521	2.5							11,125,521	2.5						
Sku 1	409,086,173	2.3%	2.5	2.3%	41%	28.15	7	4	409,086,173	2.3%	2.5	2.3%	41%	28.15	7	4
Sku 2	418,670,599	2.4%	3.5	2.4%	64%	83.82	3	1	418,670,599	2.4%	3.5	2.4%	64%	83.82	3	1
Sku 3	428,809,527	-0.7%	2.5	-0.7%	42%	27.47	6	5	428,809,527	-0.7%	2.5	-0.7%	42%	27.47	6	5
Sku 4	425,941,520	-0.6%	3.5	-0.6%	70%	34.78	1	3	425,941,520	-0.6%	3.5	-0.6%	70%	34.78	1	3
Sku 5	423,532,604	-0.1%	2.5	-0.1%	59%	25.9	4	7	423,532,604	-0.1%	2.5	-0.1%	59%	25.9	4	7
Sku 6	422,987,269	-0.3%	3.5	-0.3%	66%	35.28	2	2	422,987,269	-0.3%	3.5	-0.3%	66%	35.28	2	2
Sku 7	421,529,014	2.5%	2.5	2.5%	44%	26.58	5	6	421,529,014	2.5%	2.5	2.5%	44%	26.58	5	6
Sku 8	432,293,075	2.1%	3.5	2.1%	59%	27.98	4	#N/A	432,293,075	2.1%	3.5	2.1%	59%	27.98	4	#N/A
Sku 9	441,594,725	1.3%	2.5	1.3%	40%	21.34	#N/A	#N/A	441,594,725	1.3%	2.5	1.3%	40%	21.34	#N/A	#N/A
Sku 10	447,452,776	2.2%	3.5	2.2%	20%	18.15	#N/A	#N/A	447,452,776	2.2%	3.5	2.2%	20%	18.15	#N/A	#N/A

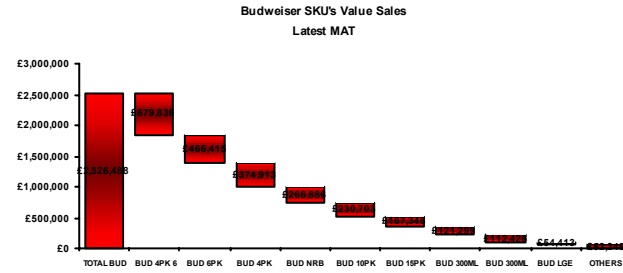
Range Share Curve



Brand A Contribution



Brand B Contribution



Call us now:

UK: +44 (0)870 860 8700

North America: +1 401 884 2208

South Africa: +27 (0)84 699 8808

Europe: +44 (0)1869 255760